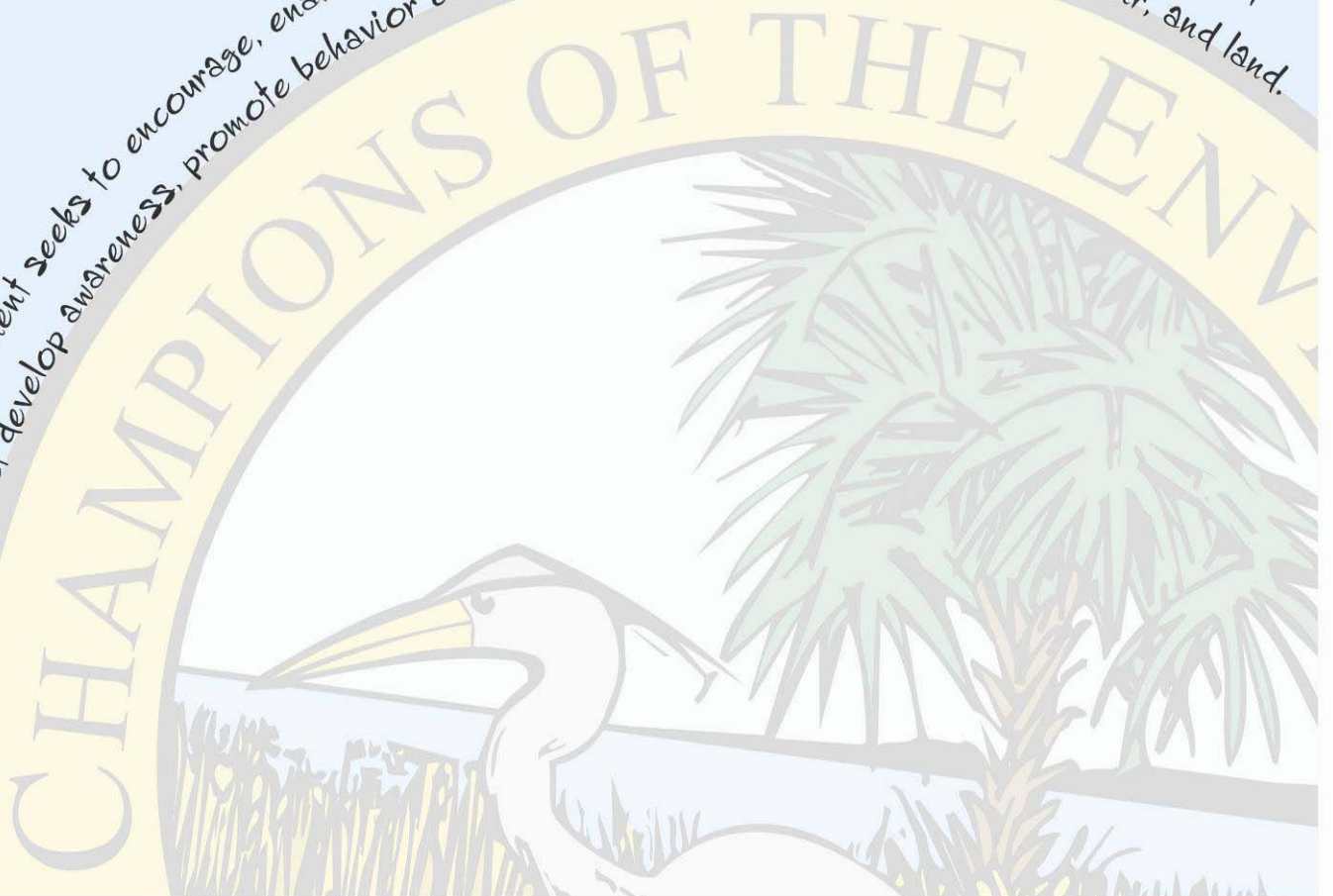




Champions of the Environment seeks to encourage, enable, and recognize the implementation of youth environmental education projects that develop awareness, promote behavior change, or improve and protect our water, air, and land.

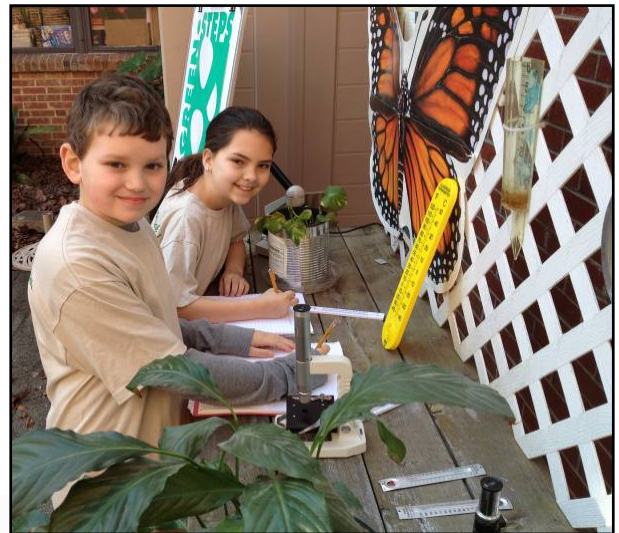


Champions of the Environment 2011-2012

Meeting the goal of encouraging, enabling and recognizing youth environmental action that improves the land, water and air.

The year at a glance

- 67 applications received for the grant program
- Awarded \$2,000 grants to eight K-12 environmental projects for a total of \$16,000
- Awarded four Merit Awards of \$750 and two Seedling Awards of \$500 for a total of \$4,000
- Broadcast Champions' TV spots over 300 times
- Grant winners estimate 900 students were directly involved in projects
- Merit winners estimate 528 students were directly involved in projects
- Grant winners estimate that over 8,200 persons in the schools' community will be impacted by their projects
- Merit winners estimate that over 7,375 person in the schools' community will be impacted by their projects



Financial Information

July 2011- June 2012

Program Funding

Partner funds (grant, merit, fiscal fee, incidentals)

International Paper	\$10,000
Sonoco Recycling, Inc.	\$10,000*

DHEC funds

Bureau of Land and Waste Management (airtime and grants)	\$20,000
Bureau of Air Quality (airtime and grants)	\$20,000
Bureau of Water (airtime, grants, SC2, and other)	\$10,000
Reserve funds from 2010-2011	<u>\$4,646.38</u>
	\$74,646.38

The media partners provided in-kind values of \$10,666 (WCSC-TV) and \$12,666 (WIS-TV).

Program Expenses

Award monies

Grant Winners (8 awards @ \$2000)	\$16,000
Merit Awards (4 @ \$750)	\$3,000
Seedling Awards (2 @ \$500)	\$1,000

Promotional Expenses

Paid airtime for commercials	\$35,000
Ad at SC Science Council	\$300

Miscellaneous Expenses

Fiscal fee (based on \$35,000)—paid in June	\$1,750
Purchase frames for winners	\$195.57
Purchase medals and trophies for overall winners	\$603.48
Catering for Earth Day Awards	\$386.75
Stipend for singers at Earth Day Awards	<u>\$100</u>
	\$58,335.80

Ending Balance—July 2012 \$16,310.58**

* Sonoco's partner contribution was received after grants had been paid.

** Balance is higher than usual because additional funds were held in reserve in 2011-2012 to offset a grant awards cycle being short one partner.



Grant Award Program

Rewarding Environmental Action

The Champions of the Environment Grant Award Program began in 1993. The 2011-2012 school year marks the program's 19th year. Champions of the Environment rewards projects that improve and protect the environment. South Carolina's Kindergarten through twelfth grade students and teachers can apply to win money to use for their project. Applicants must have a project that deals with an environmental issue, involves students and educates others.

Promoting the Grant Program to the Target Audience

The Champions of the Environment program is promoted to teachers, students and environmental educators through several avenues, including television commercials, the Website, conferences and workshops, brochures and postcards, and word of mouth. Results from a survey on the 2011 grant award application showed the dominate promotional avenues were brochures and postcards, and word of mouth.

In order to modernize program promotion, several updates were made this year. A new electronic application was added to the Champions Website, as well as a new "For Teachers" page, and a revised "Project Ideas" page. Between August 2011 and May 2012, the Champions website was viewed almost 9,000 times. The Champions banner appeared on the DHEC homepage throughout the month of September to promote the application period and DHEC's internal Monthly EQC Message for January featured Champions of the Environment. DHEC-produced television commercials for each grant winner air on WIS-TV, Columbia and WCSC-TV, Charleston, and this year the commercials were also made available through You Tube. During the 2011-2012 school year, Champions commercials aired on television over 300 times across the state and the commercials were viewed on You Tube over 800 times.

Program promotion was also done through mail outs to schools, an advertisement in the South Carolina Science Council conference booklet, emails to targeted teacher and administrator groups, workshops and conferences, and conversations with teachers at various venues. Press releases were also put out through DHEC's media relations department for each grant winner.

Champions' Partners also benefit from program promotion and media exposure with a recognized statewide grant awards program. Partners have a public presence with the campaign throughout the traditional school year, from August to May. Partner logos/names appear on the Champions' Web site, in all television commercials, and on Champions' printed materials. DHEC purchases regular media time to air the commercials and our media partners provide an in-kind match in airtime for those commercials. For an annual contribution of \$10,000 Champions' Partners get a total statewide television time advertising value of \$58,332.

Changes for the Grant Program

2011 brought a major change to the grant program. Eastman Chemical Company had been a Champions partner since 2005. Starting January 2011, Eastman was no longer able to sponsor the Champions program. A new corporate partner was sought in order to fill the financial gap. In November 2011, Sonoco Recycling Inc. agreed to join the Champions partnership, contributing \$10,000 annually.



Not only is Sonoco Recycling, Inc. an environmentally responsible company, they are also committed to environmental education in South Carolina through the Green Steps program. The two programs have been working together this year to enhance each other. DHEC and the Champions Partnership are pleased to welcome our newest partner.

Thanks to partner investment into the program, Merit and Seedling Awards continued to be used this year to award worthwhile projects that were not awarded Champions grants. Merit and Seedling awards allow Champions to *give more money* to the schools each year and give runner up projects a helping hand to get started. The number of awards can vary depending on funds.



Grant numbers at a glance:

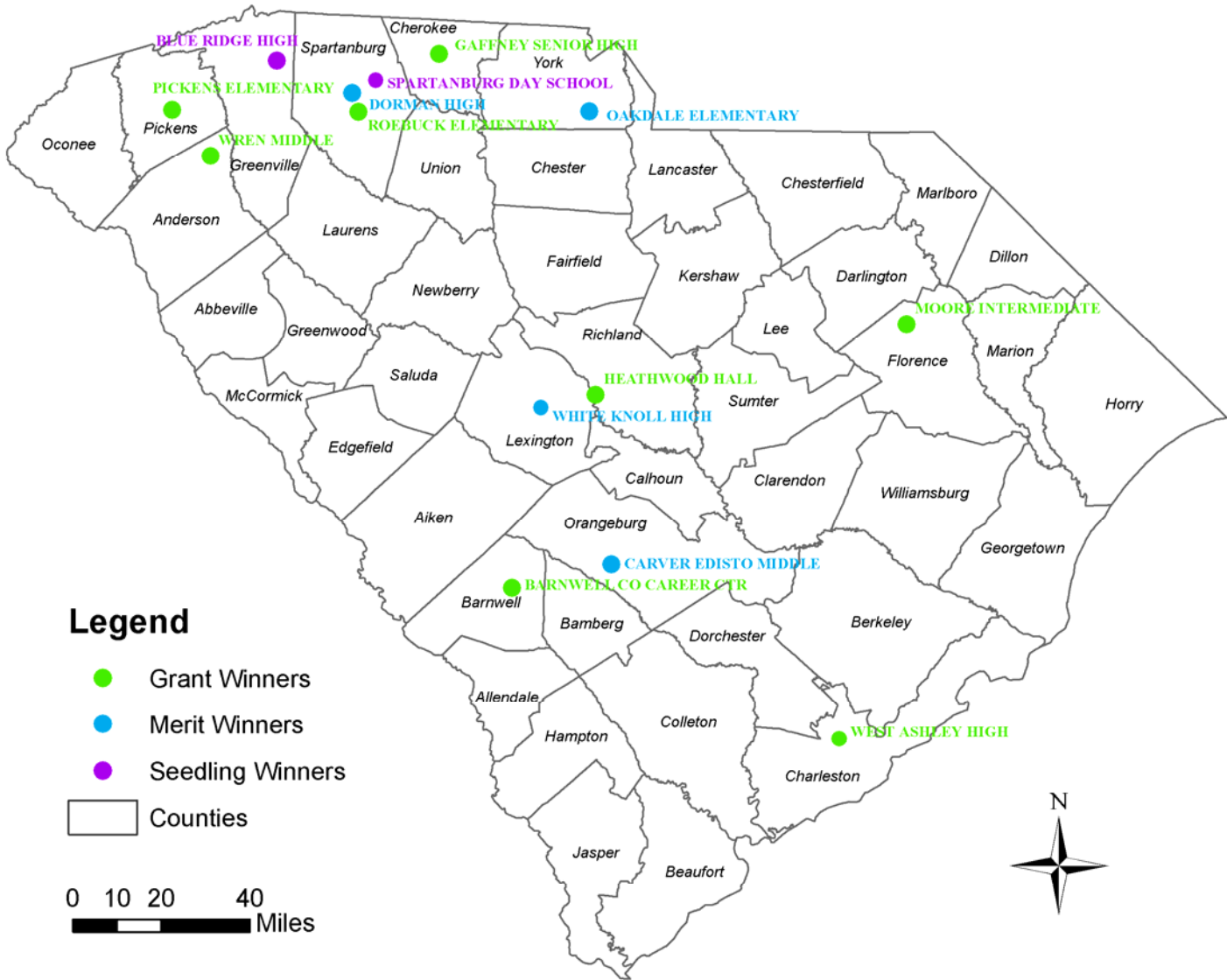
- Number of 2011-2012 applicants = 67
- Grant winners selected = 8
- Number of students directly involved in grant winning projects = 900
- Merit award winners = 4
- Seedling award winners = 2
- Total grant, merit, and seedling award monies awarded = \$20,000

Grant winner rewards:

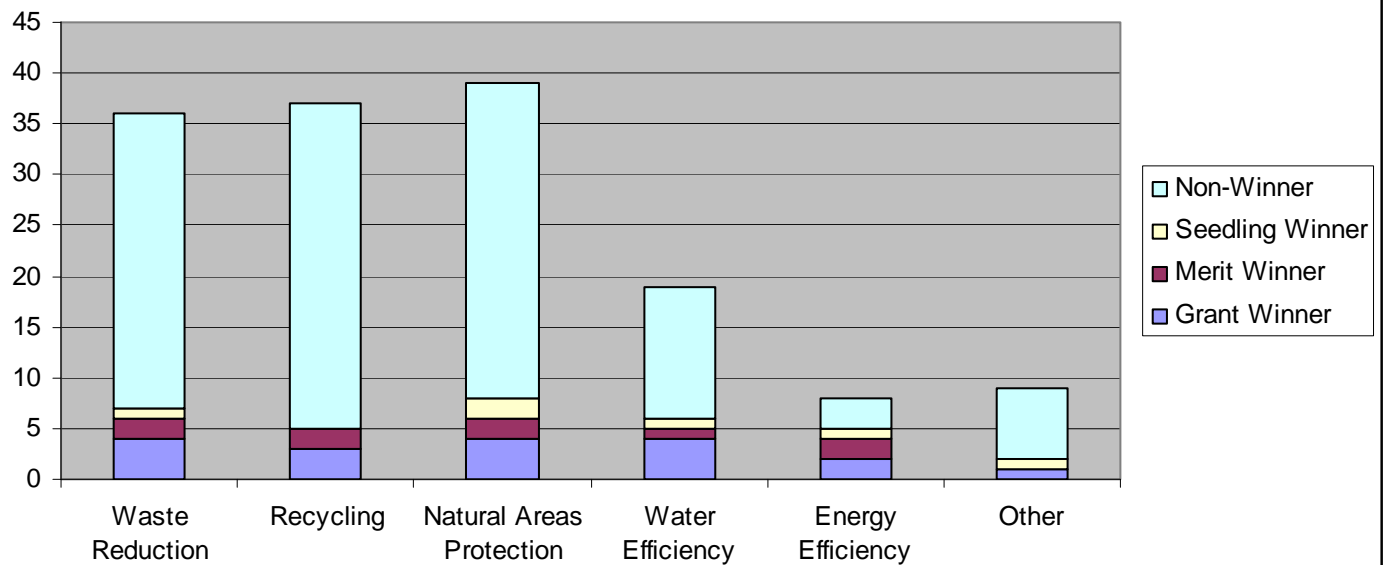
- \$2000 cash grant
- A TV commercial of the winning project produced by DHEC and aired on WIS and WCSC primarily during local news programming
- DHEC-generated news release distributed statewide
- A listing on the winner's page of the Champions Website
- Top winners are invited to be recognized at the annual DHEC Earth Day Awards



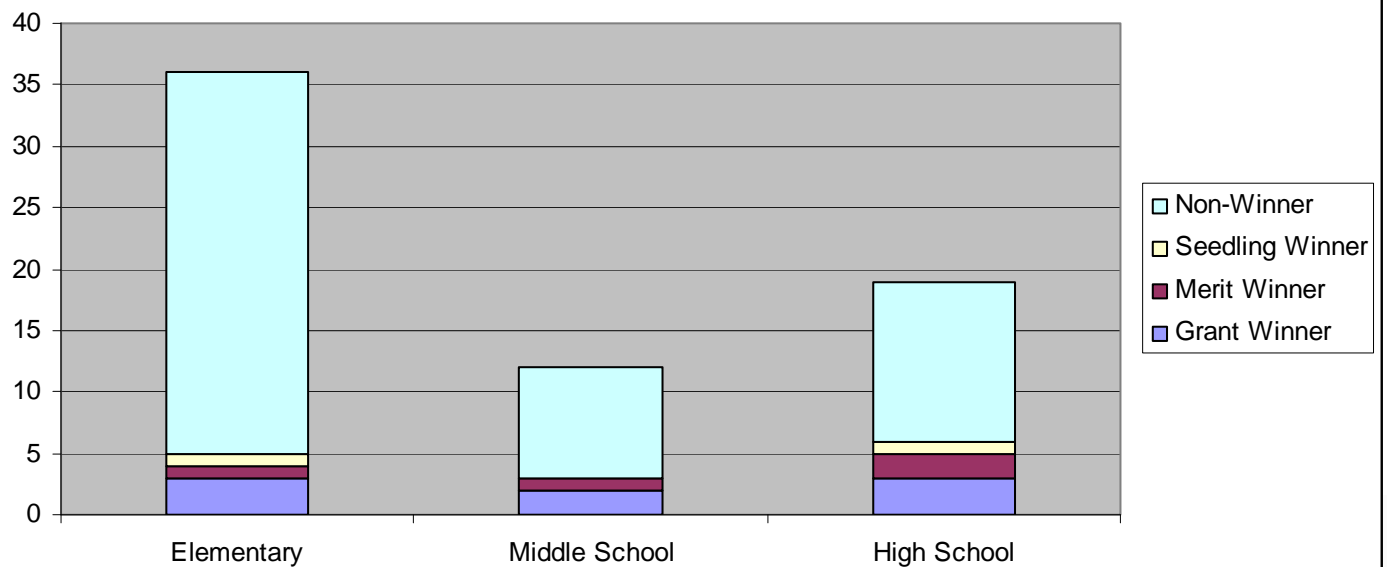
Statewide Distribution of the 2011-2012 Winners



Topics Addressed by Grant Applicants



Number of Applicants by School Type



Grant Winners

Grant Winner	Project Name	City
West Ashley High School	W.A.T.E.R Wildcats Preserve Pond Using STEM	Charleston
Barnwell County Career Center	“Green” Living Project	Blackville
Heathwood Hall Episcopal School	Highlander School Environmental Education Programs	Columbia
Pickens Middle School	Watershed Connections	Pickens
Gaffney Senior High School	Green Teens: Sustainability is a Reality!	Gaffney
Roebuck Elementary School	Roebuck Eagles Are Waste Free	Roebuck
Wren Middle School	Rainy Day Garden	Piedmont
Moore Intermediate School	Better With Butterflies	Florence



Grant Winners: Doing Their Part For The Environment

Merit Award Winners

Runner-up projects from the grant program are awarded a \$750 “merit grant”

White Knoll High School in Lexington
Dorman High School in Roebuck
Oakdale Elementary School in Rock Hill
Carver-Edisto Middle School in Cordova

Seedling Award Winners

Projects from the grant program are awarded a “seedling grant” of \$500

Blue Ridge High School in Greer
Spartanburg Day School in Spartanburg

Year-end Celebration

On April 17, 2012 DHEC held the Earth Day Awards with Champions of the Environment Recognition in the Vista Room at the State Museum. This event is held to award citizens or groups who are exemplary environmental stewards and to recognize the 2012 Overall Champions of the Environment.

Ben Hoover, WIS-TV news anchor, emceed this year’s celebration. Environmental entertainment was provided by singers from the Saluda River Academy for the Arts in Columbia and a DHEC video that demonstrated how to “make every day Earth Day.” DHEC Director Catherine Templeton, spoke about the importance of Earth Day and the DHEC Earth Day Awards. Champions’ partners were recognized and thanked for their support. Mr. Robert King, DHEC’s Deputy Commissioner for Environmental Quality Control, presented awards to the 2012 top three Champions winners, as well as the four Earth Day Award recipients.



Refreshments followed the awards ceremony and were enjoyed by the day’s honorees, program sponsors, and visitors.



2011-2012 Overall Champions of the Environment

West Ashley High School, Charleston

W.A.T.E.R. Wildcats Preserve Pond Using STEM

Teacher: Margaret Spigner

Top Winner



Barnwell County Career Center, Blackville

"Green" Living Project

Teacher: Mindy Sandifer

2nd Place Winner



Heathwood Hall Episcopal School, Columbia

Highlander School Environmental Education
Programs

Teacher: James Morris

3rd Place Winner





South Carolina Department of Health
and Environmental Control

www.scdhec.gov



Additional support provided by Environmental Education Association of South Carolina